

EXHIBIT 6

MAO DECLARATION OPPOSITION TO GOOGLE'S MOTION TO EXCLUDE LASINSKI

**DOCUMENT SOUGHT TO BE
SEALED**



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App Measurement Overview for Kishore GPL/PM



Oct 2019

████████teng, █████raendle, █████vpopa

Agenda

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Topic	Minutes	Clock
Intros / Apps Overview	5	:00
SDK	15	:05
[REDACTED]	5	:20
EVCs	10	:25
[REDACTED]	5	:35
Incrementality	10	:40
GA Smart Data	5	:50
Wrap Up / Action Items	5	:55

Google

How are App Campaigns different?

Smart Bidding	Conversions are used not just for campaign measurement, but also as an objective for optimization.
Interaction Types	Three different types of ad interactions (CTCs, EVCs, VTCs), with CTCs and EVCs being measured differently but being reported indistinguishably.
AAP Ecosystem	Most conversion tracking takes place via certified 3P partners, via API rather than tracking pixels.
Installs vs In-app events	Different conversion events where to take credit for an in-app actions, we must also have gotten credit for the install. Potentially separated by significant time.

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This is something new that we need to address, because app campaigns present new challenges, with conversion windows not just being a measurement feature, new types of ad interactions, and conditional attribution for conversion events.

App Measurement Lifecycle

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Instrumentation	Metrics	Decisions
Tracking and Data Capture	Define Rules and Attribution	Evaluate and Act
Projects		
	<ul style="list-style-type: none">• EVCs• Conversion Windows	<ul style="list-style-type: none">• Incrementality• GA Smart Data

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Instrumentation:
[REDACTED]

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GA4F [REDACTED] | What are we doing?

Why do we need an [REDACTED] strategy?

- App campaigns are ML-based and rely on high-quality data
- Facebook pushed their SDK heavily (73% adoption*, 10x more app conversions tracked than Google) giving them a competitive edge
- Big industry changes such as GDPR call for more user controls and transparency and independence from device IDs

GA4F SDK solves for most of the above:

- Reliable data that helps improve ML-based bidding models
- Safe and transparent data collection (myactivity.google.com, opt.out) including GAIA
- Simplification for audience and campaign management

Commercialization strategy:

- Our top revenue-driving features are tied to the SDK as incentives (e.g. tROAS, similar audiences, audience exclusions)
- In the future we'll be making the SDK mandatory for top future ~\$1.5B bets like Appify and ACe.

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Asks

- Status of Current Work: [REDACTED]
- Ask for Kishore's Team: [REDACTED]

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████████ Non-Deterministic Tracking)

- **Description of Topic:** To serve on iOS G.com Search with ITP, we have introduced modeled conversions. Not having deterministic tracking for modeled conversions has been a sales pain point.
- **Status of Current Work:** Ramping up launch to 100% (early Nov).
- **Benefit to Rest of Ads Org:** Test case for modeled conversions in Ads
- **Ask for Kishore's Team:** As modeled conversions become more prevalent, (ITP/loss of identifiers), what is our strategy for treating modeled conversions with advertisers?
 - Lack of deterministic reporting is the #1 reason for █████ opt-outs.
 - Specifically sending modeled conversions to 3P analytics providers.
 - Would we ever explore this? Perhaps as a GA-exclusive? Could ADH help here?
 - App Ads looking into conversion modeling for LAT users as well.

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Attribution:
EVCs, Conversion Windows, [REDACTED]

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EVCs: Engaged Views and Conversion Windows

- **Description of Topic:** We count video engagements as click equivalent.

- **Status of Current Work:**

- **Benefit to Rest of Ads Org:**

- **Ask for Kishore's Team:**

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Cross-Campaign Attribution (DDA/MTA)

- **Description of Topic:** Now that apps will have multiple campaign types, (installs/ engagement/ pre-registration), cross-campaign attribution is needed. [REDACTED]
- **Status of Current Work:** [REDACTED]
- **Benefit to Rest of Ads Org:** [REDACTED]
- **Ask for Kishore's Team:** [REDACTED]

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Evaluation and Actionability: Incrementality and Smart Data

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Incrementality: Conversion Lift for App Campaigns

- Description of Topic: [REDACTED]
- Status of Current Work: [REDACTED]
- Benefit to Rest of Ads Org: [REDACTED]
- Ask for Kishore's Team:
 - [REDACTED]
 - [REDACTED]

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GA4F Smart Data

- **Description of Topic:** Using GA App + Web predictions to optimize Ads. [REDACTED]
- **Status of Current Work:** [REDACTED]
- **Benefit to Rest of Ads Org:** [REDACTED]
- **Ask for Kishore's David's Team:** [REDACTED]

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]



Its

Google

Wrap-Up Notes / Als

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- AI [SDK]: Vlad to send Kishore 1-paragraph on [REDACTED]
- AI [iDog]: David and Kishore [REDACTED]
- AI [EVCs]: Kishore to loop David in on doc with Sissie and Nicky, regarding consistency in attribution principles, for different marketing objectives (regarding Apps EVCs)
- AI [EVCs]: Chris to keep Kishore looped in on EVCs ACM as FYI. (Nicky leading ACM effort from PM side)
 - [REDACTED]

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Appendix

Google

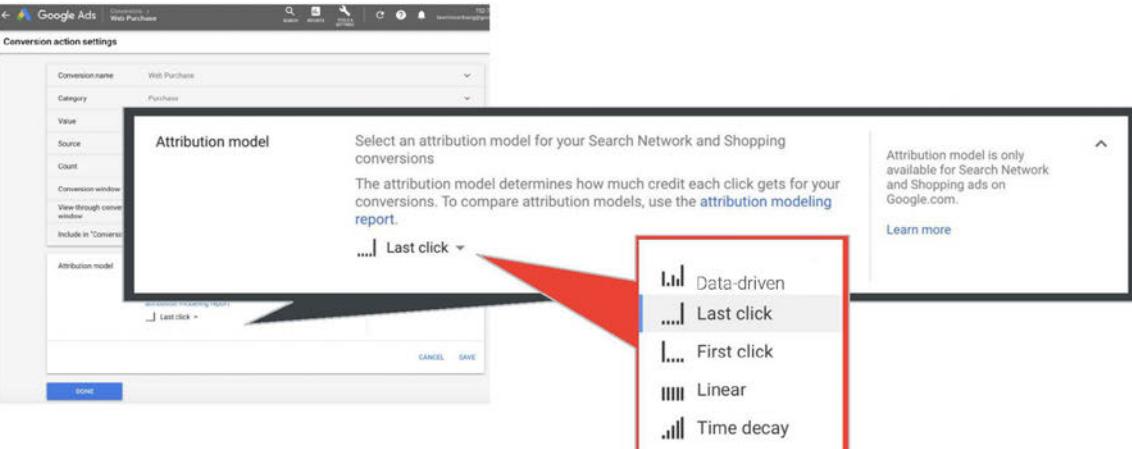
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Guiding Principles

- Accuracy and fairness, always. Core measurement principle.
- Minimize cannibalization. [REDACTED]

- Advertiser happiness. [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

“Conversion Actions” for websites allow advertisers to edit Attribution model

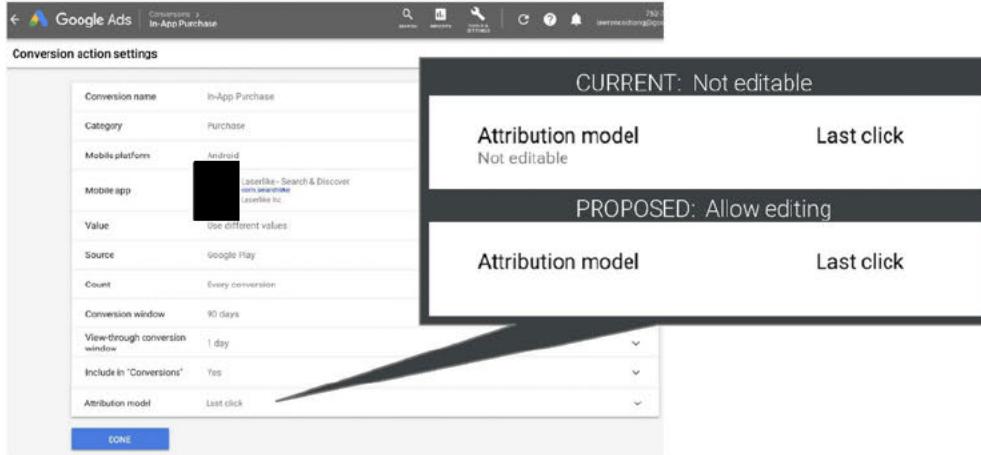


The screenshot shows the 'Conversion action settings' page in Google Ads. The 'Conversion name' is set to 'Web Purchase' and the 'Category' is 'Purchase'. The 'Attribution model' dropdown is open, displaying the following options:

- Data-driven
- Last click (selected)
- First click
- Linear
- Time decay
- Position-based

A red arrow points to the 'Last click' option in the dropdown menu. A tooltip on the right side of the dropdown states: 'Attribution model is only available for Search Network and Shopping ads on Google.com.' and 'Learn more'.

(1) Propose that “Conversion Actions” for Apps also allow advertisers to edit the Attribution model for ACi Post Install Events

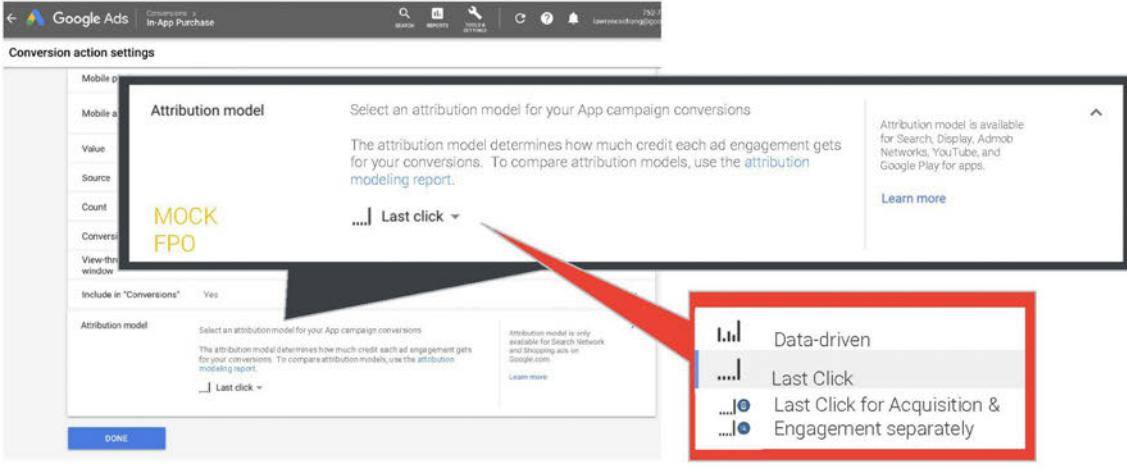


The screenshot shows the 'Conversion action settings' page in Google Ads. The 'Attribution model' dropdown is currently set to 'Last click' and is labeled 'Not editable'. A proposed change is overlaid on the interface, showing the 'Attribution model' dropdown expanded to show both 'Last click' and 'Attribution model', with 'Attribution model' highlighted. The proposed change is labeled 'PROPOSED: Allow editing'.

Setting	Current Value	Proposed Value
Attribution model	Last click	Last click Attribution model

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(2a) Attribution model for Apps includes option for “Last Click for Acquisition & Engagement separately” and “Data-driven” models



Conversion action settings

Attribution model: Last click

Attribution model is available for Search, Display, Admob Networks, YouTube, and Google Play for apps.

Attribution model is only available for Search Network and Display Ads in Google.com

Data-driven

- Last Click
- Last Click for Acquisition & Engagement separately

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Segments by all campaign types

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Exec Summary - Apps Incrementality

Context:

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-
-

-
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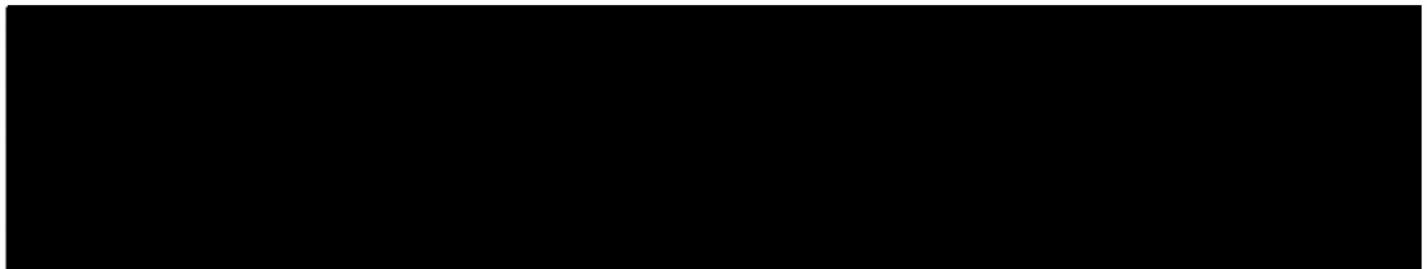
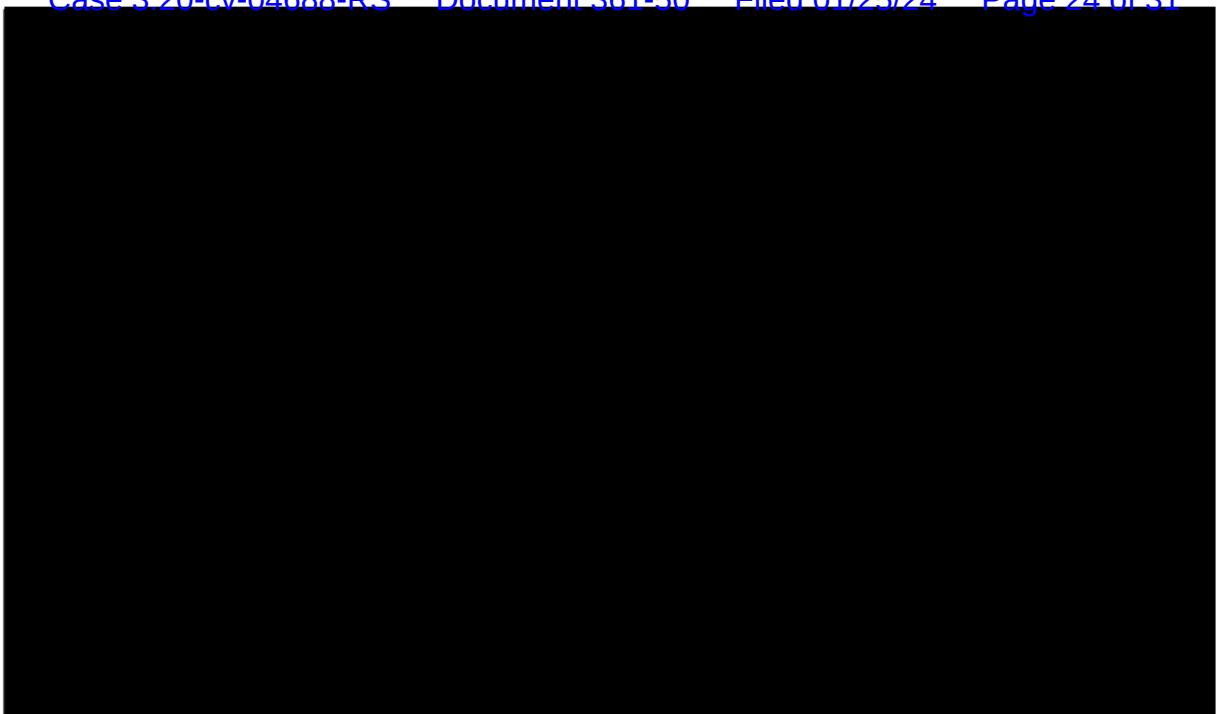
Results / Takeaways:

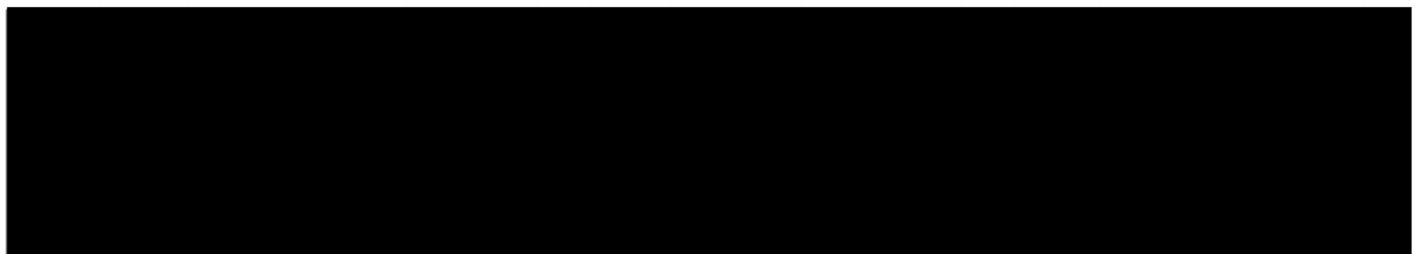
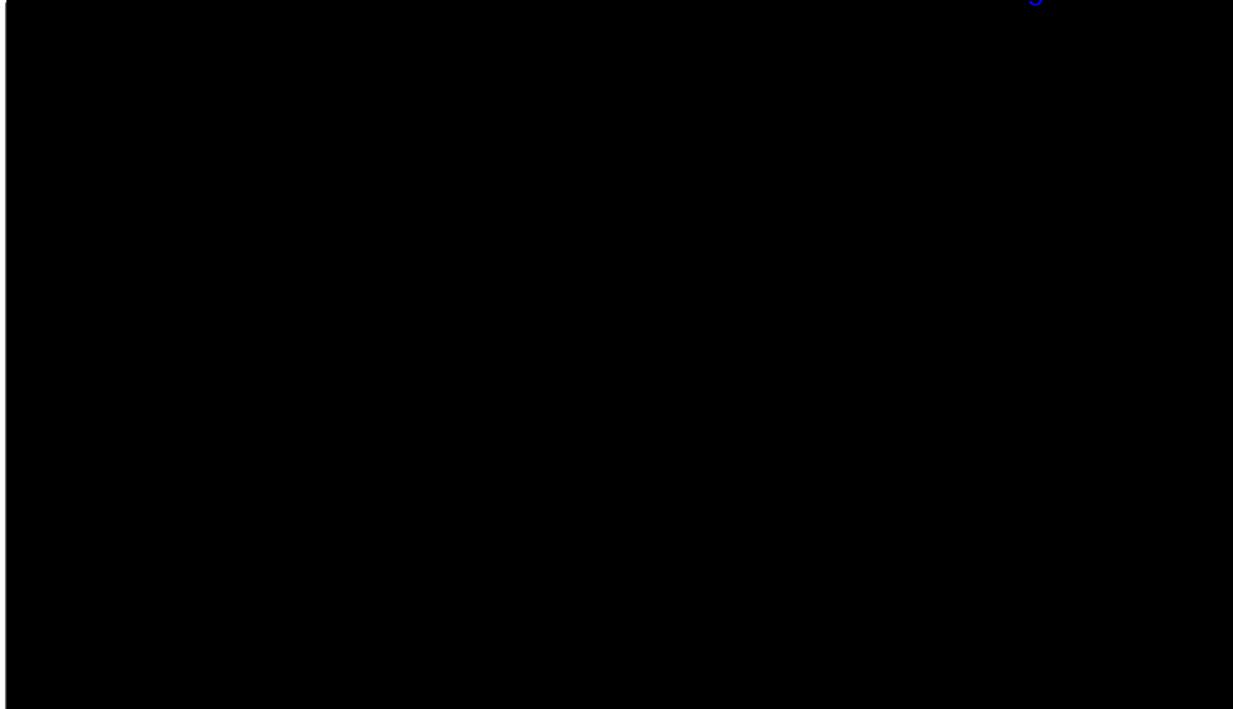
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Next steps / Open questions for Jason/Karen/P-Steering:

-
-
-

Google





EVC Purpose: Align Measurement with Incremental Value

Inventory + Demand

How they count conversions

How they value conversions

Click-through Conversions

Click-through conversions can be measured by using a first party tagging solution but further restrictions are coming to market

View-through Conversions

Conversions that rely on 3P cookies, like view-through and cross-device conversions, can't be measured in all browsers

Attribution

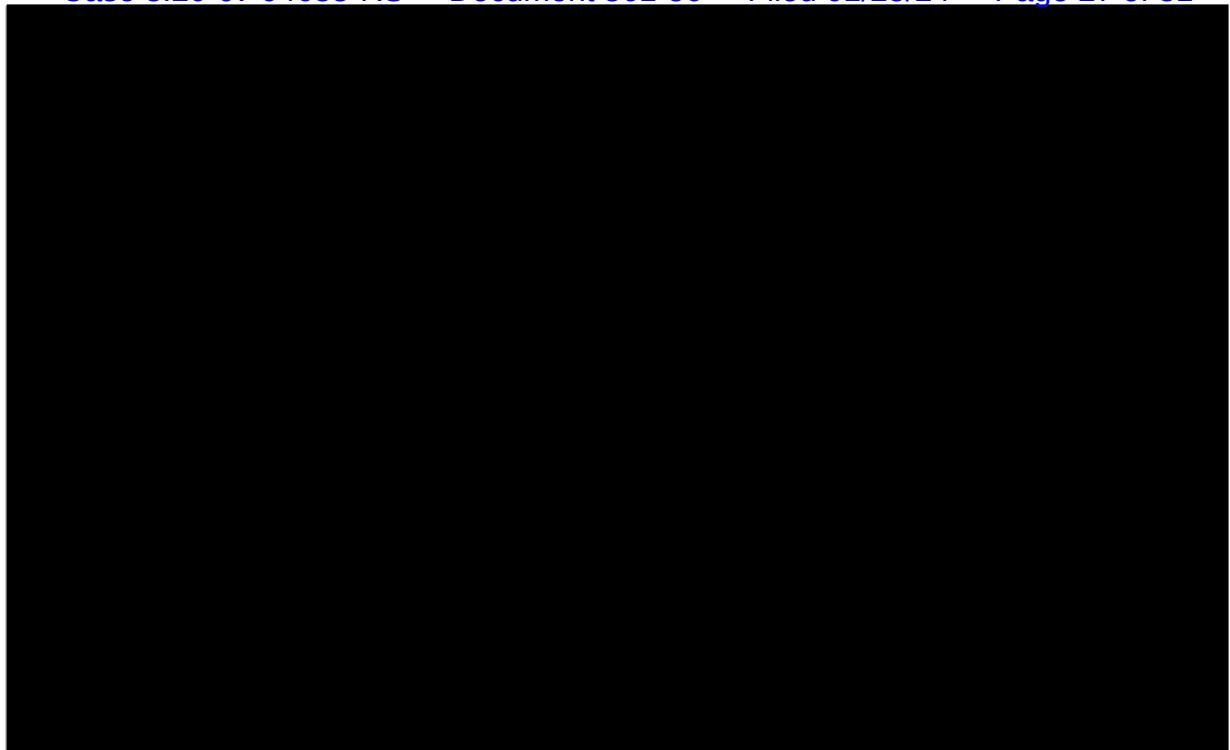
Traffic from browsers with ITP/ETP enabled may be undervalued in attribution measurement, especially display & video media.

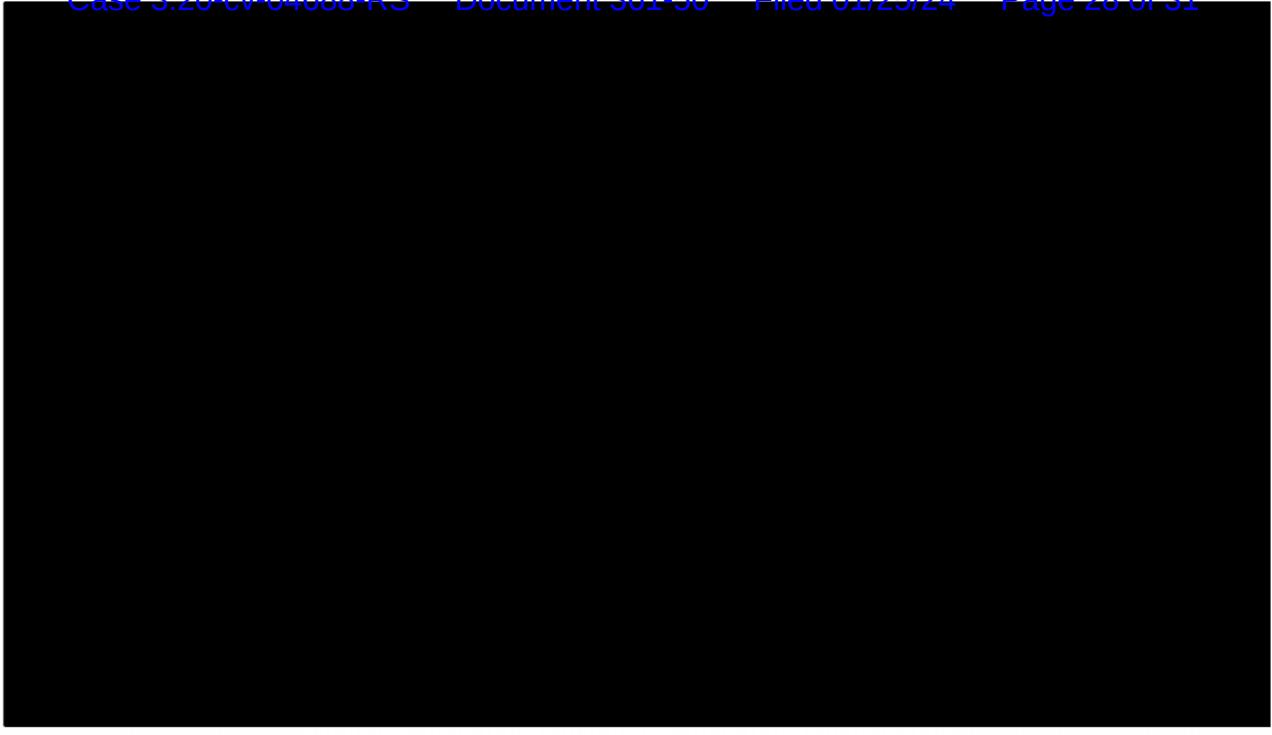
Incrementality

Incrementality tests that rely on view based metrics such as Conversion Lift and Search Lift do not work in all browsers

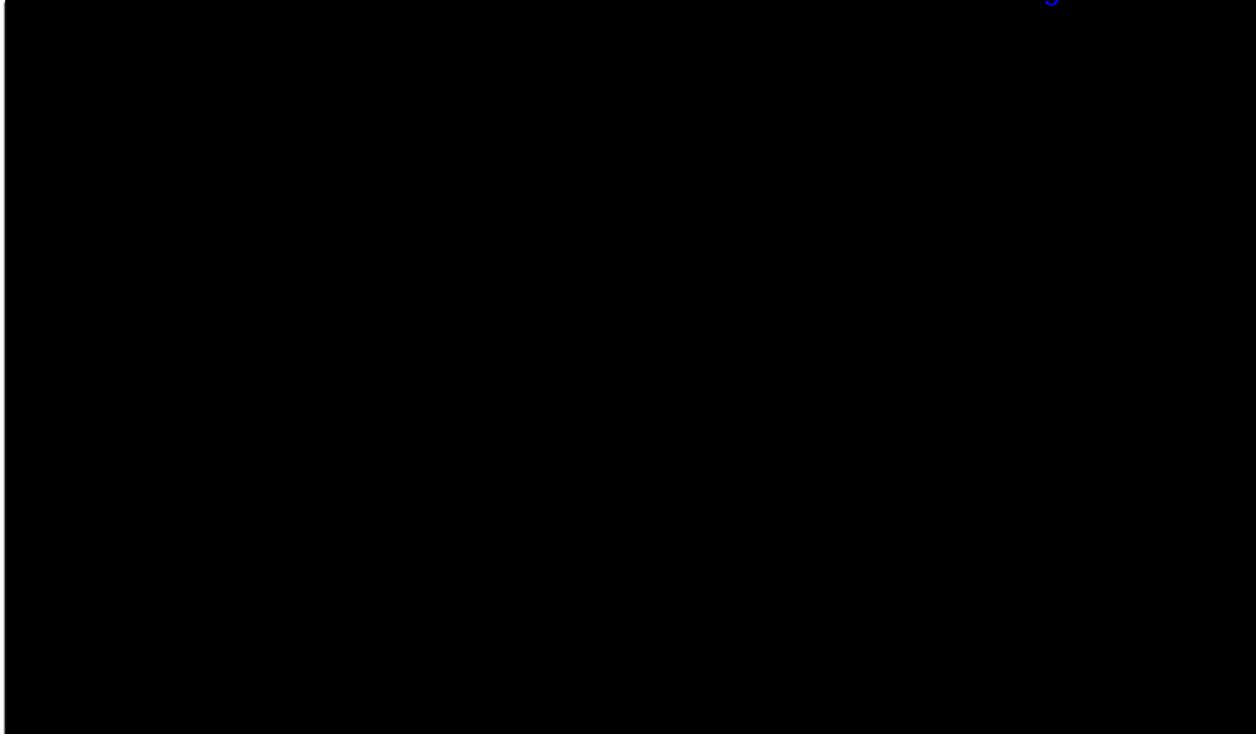
What is an EVC? A video engagement conversion; a conversion type considered as a click-equivalent such that users demonstrate intent by watching a video for 10s before converting.

Background Pre-Read

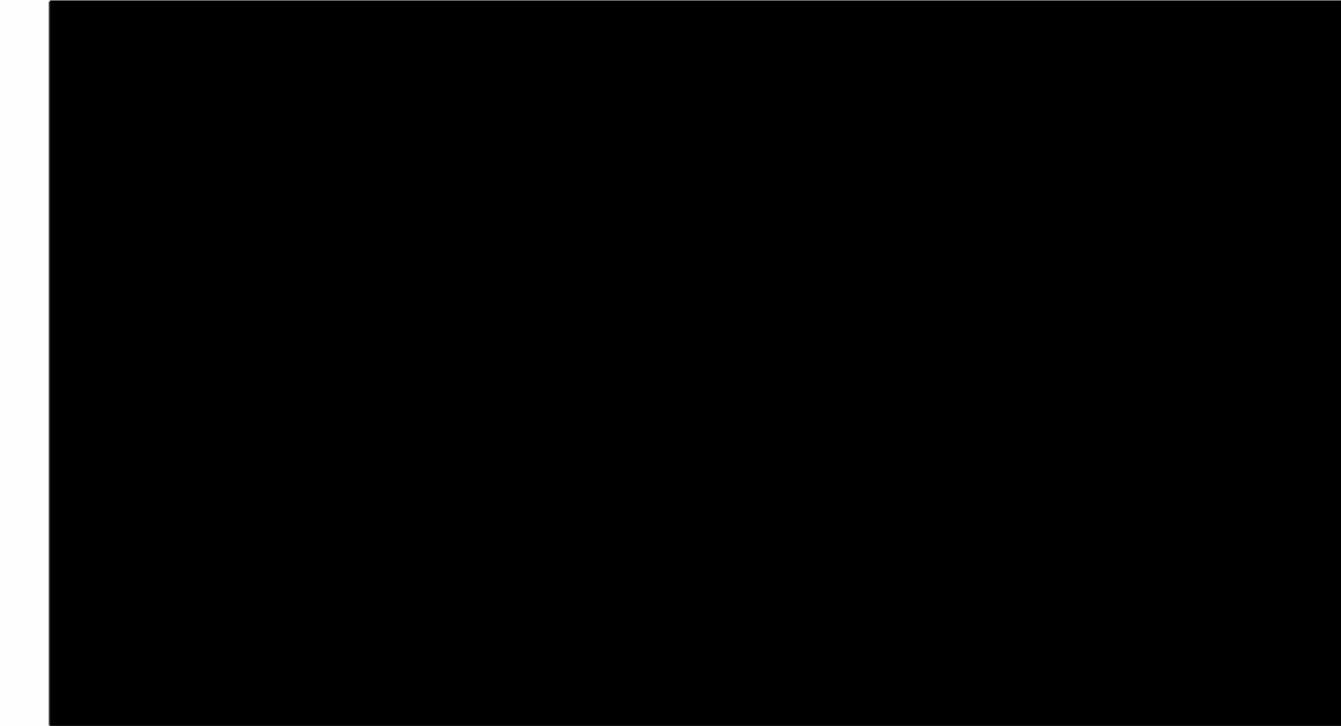




What are EVCs and why were they introduced?



How were EVCs received in the market and why is this important?



Needs to align with giving more quality conversions to advertisers. They should see better long term impact as a result of aligning to incrementality.

Network allocation question is separate from the advertiser value question.

Topic

Imperial + Giordano

- Description of Topic:
- Status of Current Work:
- Benefit to Rest of Ads Org:
- Ask for Kishore's Team:

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